



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

09/750,105

12/29/2000

James M. Rogers

00139

6282

84326 7590 08/31/2010  
AT & T LEGAL DEPARTMENT - Toler  
ATTN: PATENT DOCKETING  
ROOM 2A-207  
ONE AT & T WAY  
BEDMINISTER, NJ 07921

EXAMINER

TAYLOR, JOSHUA D

ART UNIT

PAPER NUMBER

2426

MAIL DATE

DELIVERY MODE

08/31/2010

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 09/750,105	<b>Applicant(s)</b> ROGERS ET AL.	
	<b>Examiner</b> JOSHUA TAYLOR	<b>Art Unit</b> 2426	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) ☒ Responsive to communication(s) filed on 26 July 2010.
- 2a) ☐ This action is **FINAL**.                      2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) ☒ Claim(s) 1-3,8,9,24 and 31-45 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-3,8,9,24 and 31-45 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 29 December 2000 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |   |   |
|---|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892)                    | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)         | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____   | 6) <input type="checkbox"/> Other: _____                          |

Art Unit: 2426

### **DETAILED ACTION**

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on July 26, 2010 has been entered.
2. The Final Office Action of April 27, 2010 is fully incorporated into this Office Action by reference.

### ***Status of Claims***

3. Claims 1-3, 8-9, 24 and 31-45 are pending.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1-3, 8-9, 24, 34-36, 38, 41 and 44 are rejected under 35 U.S.C. 103(a) as being unpatentable over Zigmond et al. (Pat. No.: US 6,698,020) in view of Hite et al. (Pat. No.: US 6,002,393) and Cohen et al. (Pat. No.: US 7,006,606).

Art Unit: 2426

Regarding claim 1, Zigmond discloses **a method for inserting targeted advertisements into a media delivery stream during broadcast media programming (Fig. 3), the method comprising: receiving and storing at a media delivery device a plurality of targeted advertisements, wherein the plurality of targeted advertisements are selected for transmission to the media delivery device by a transmitting entity based on user data associated with the media delivery device (Figs. 1, 3, 5 and 7, col. 3, ln. 45 – col. 4, ln. 67); receiving and storing at the media delivery device data representing a set of characteristics associated with each of the plurality of targeted advertisements (Fig. 5, element 80, col. 12, ln. 15-32); receiving a signal at the media delivery device authorizing insertion of an advertisement into the media delivery stream during broadcast media programming, wherein the signal is sent with the broadcast media programming (col. 15, ln. 35-65), and inserting the particular selected advertisement into the media delivery stream (col. 15, ln. 56-65).**

Zigmond does not disclose **and wherein the signal includes selection data specifying an allowable type of the advertisement that is authorized to be inserted into the media delivery stream; identifying a set of allowable advertisements from among the plurality of targeted advertisements by searching the data representing the set of characteristics associated with each of the plurality of targeted advertisements using the selection data, wherein the set of allowable advertisements includes advertisements that are of the allowable type.** However, in analogous art, Hite discloses that advertisements can be assigned into certain categories, such as non-preemptable, conditionally preemptable, and unconditionally preemptable (col. 2, ln. 18-38), and that instructions can be sent to a set-top box that will tell the

Art Unit: 2426

display which commercials to play and which to ignore (col. 4, ln. 4 – 56), and also that a command signal can be sent to a display site for determining which advertisement is to be displayed, wherein the command signal is generated based on information concerning the type of each advertisement (see the language in claim 10). Since Zigmond discloses that advertisements may be targeted to users based on user data, and Hite discloses that certain types of commercials may be deemed allowable at the headend, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify Zigmond to allow for commercials targeted to users to be further narrowed by commands from the headend. This would have produced predictable and desirable results, in that users would continue to receive advertisements selected based on user data, while advertisers would be able to more specifically decide what type of commercial from within that set a user will see.

Zigmond also does not disclose wherein at least one of the characteristics **includes at least whether a particular targeted advertisement was viewed at full length during a most recent playback**. However, Hite further discloses that a commercial can be certified, such that after a commercial is successfully displayed, a viewer responds by answering a question or acknowledging that the commercial has been viewed, and a message is sent to a central collection location. This indicates that not only has the commercial been successfully displayed, but it has also been viewed, recognized, and acted upon (col. 3, ln. 30-48. Since a time and date stamp can be added to the confirmation signal, this information could be used to discern if the commercial was played back during "a most recent playback," whether a most recent program, a most recent hour, a most recent day, etc.). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify Zigmond to allow for

Art Unit: 2426

characteristics to include the confirmation that a particular commercial had been played, as disclosed by Hite. This would have produced predictable and desirable results, in that advertisers could be assured that certain commercials had been viewed, and could use this information in determining which future advertisements to send to users, whether this meant that advertisers wanted to "saturate" a user with a particular commercial by sending it many times, or avoid fatigue or "over-saturation" caused by seeing a particular commercial too many times.

Both Zigmond and Hite disclose selecting commercials based on criteria, but neither Zigmond nor Hite explicitly disclose **selecting a particular advertisement from the set of allowable advertisements to be inserted into the media delivery stream by applying a weighting to at least one characteristic of each of the allowable advertisements of the set of allowable advertisements and comparing at least one weighted characteristic of each of the allowable advertisements.** However, in analogous art, Cohen discloses a way of ascribing attributes for the purpose of selecting an advertisement to be displayed. A consumer has certain attributes, and these attributes represent codes responses attained or gleaned from information sources. These attributes can be of any number but are illustrated here as being 10 in number in Fig. 8. When the consumer is identified at the Web site 4, these 10 exemplary attributes are recalled from the database 2 so as to be used in computing which ad to display. As illustrated in FIG. 8 the advertiser 7 screens the 10 attributes at decision steps 411 420. These attributes can then be scored and totaled at step 451 according to weights established by vendor 1. Vendors 8 and 9 go through a similar process. However, as illustrated, vendor 8 has a filter employed at steps 421 and 425 such that this vendor's advertisement will not be played to certain consumers. Likewise, vendor 9 has a different set of filter decision steps 432 and 437 439. The total scores

Art Unit: 2426

for each of the vendors from steps 421 430 and 431 440, respectively, are totaled at steps 452 and 453, respectively. The combined scores from the various vendors are then ranked and ordered at decision step 454 to determine the advertisement to be displayed in space 623 in FIG.

6. In this way it is possible for a vendor to select a particular advertisement to direct to the consumer 6 according to that consumer's attributes (Fig. 8, col. 13, ln. 49 – col. 15, ln. 17). It would have been obvious to one of ordinary skill in the art at the time of the invention to utilize Cohen's method, which selects one commercial to display from among many by using weights in order to rank the commercials, and use this method in combination with the commercial targeting methods of Zigmond and Hite. This would have produced predictable and desirable results, in that situations could be resolved wherein more than one commercial met the conditions for display using the teachings of Zigmond and Hite, by further ranking the allowable commercials as per the teachings of Cohen, so that users would be presented with the most relevant and appropriate commercial.

Regarding claim 2, Zigmond discloses **wherein the targeted advertisements are television commercials** (col. 1, ln. 14-22 and col. 7, ln. 13-25).

Regarding claim 3, Zigmond discloses **wherein the media delivery device is a set top box for receiving broadcast signals for a cable or satellite television network system** (col. 7, ln. 1-12 and 37-51).

Regarding claim 8, Zigmond discloses **wherein the plurality of targeted advertisements are received by the media delivery device as encoded data files through a telecommunications link to an external database of advertisements** (col. 14, ln. 66 – col. 15, ln. 17, col. 15, ln. 24-34).

Art Unit: 2426

Regarding claim 9, Zigmond discloses **further comprising: transmitting signals between the media delivery device and an external network, the signals including the user data associated with the media delivery device, wherein the user data indicates types of advertisements that appeal to users of the media delivery device** (col. 9, ln. 21-55. A statistics collection location may be at a remote site.).

Regarding claim 24, Zigmond discloses **a computer readable medium containing instructions for performing acts when executed on a computing device** (column 6. lines 48-61), **the acts comprising: receiving at a media delivery device a plurality of advertisements; storing at the media delivery device a plurality of targeted advertisements of the plurality of advertisements, wherein the plurality of targeted advertisements are selected based on user data associated with the media delivery device** (Figs. 1, 3, 5 and 7, col. 3, ln. 45 – col. 4, ln. 67); **receiving and storing at the media delivery device data representing a set of characteristics associated with each of the plurality of targeted advertisements** (Fig. 5, element 80, col. 12, ln. 15-32); **receiving a signal at the media delivery device authorizing insertion of an advertisement into a media delivery stream during broadcast media programming, wherein the signal is sent with the broadcast media programming** (col. 15, ln. 35-65), **inserting the particular selected advertisement into the media delivery stream** (col. 15, ln. 56-65).

Zigmond does not disclose **and wherein the signal includes selection data specifying an allowable type of the advertisement that is authorized to be inserted into the media delivery stream; identifying a set of allowable advertisements from among the plurality of targeted advertisements by searching the data representing the set of characteristics**

Art Unit: 2426

**associated with each of the plurality of targeted advertisements using the selection data, wherein the set of allowable advertisements includes advertisements that are of the allowable type.** However, in analogous art, Hite discloses that advertisements can be assigned into certain categories, such as non-preemptable, conditionally preemptable, and unconditionally preemptable (col. 2, ln. 18-38), and that instructions can be sent to a set-top box that will tell the display which commercials to play and which to ignore (col. 4, ln. 4 – 56), and also that a command signal can be sent to a display site for determining which advertisement is to be displayed, wherein the command signal is generated based on information concerning the type of each advertisement (see the language in claim 10). Since Zigmond discloses that advertisements may be targeted to users based on user data, and Hite discloses that certain types of commercials may be deemed allowable at the headend, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify Zigmond to allow for commercials targeted to users to be further narrowed by commands from the headend. This would have produced predictable and desirable results, in that users would continue to receive advertisements selected based on user data, while advertisers would be able to more specifically decide what type of commercial from within that set a user will see.

Zigmond also does not disclose wherein at least one of the characteristics **includes at least whether a particular targeted advertisement was viewed at full length during a most recent playback.** However, Hite further discloses that a commercial can be certified, such that after a commercial is successfully displayed, a viewer responds by answering a question or acknowledging that the commercial has been viewed, and a message is sent to a central collection location. This indicates that not only has the commercial been successfully displayed,

Art Unit: 2426

but it has also been viewed, recognized, and acted upon (col. 3, ln. 30-48. Since a time and date stamp can be added to the confirmation signal, this information could be used to discern if the commercial was played back during "a most recent playback," whether a most recent program, a most recent hour, a most recent day, etc.). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify Zigmond to allow for characteristics to include the confirmation that a particular commercial had been played, as disclosed by Hite. This would have produced predictable and desirable results, in that advertisers could be assured that certain commercials had been viewed, and could use this information in determining which future advertisements to send to users, whether this meant that advertisers wanted to "saturate" a user with a particular commercial by sending it many times, or avoid fatigue or "over-saturation" caused by seeing a particular commercial too many times.

Both Zigmond and Hite disclose selecting commercials based on criteria, but neither Zigmond nor Hite explicitly disclose **selecting a particular advertisement from the set of allowable advertisements to be inserted into the media delivery stream by applying a weighting to at least one characteristic of each of the stored allowable advertisements of the set of allowable advertisements and comparing weighted characteristics of each of the allowable advertisements.** However, in analogous art, Cohen discloses a way of ascribing attributes for the purpose of selecting an advertisement to be displayed. A consumer has certain attributes, and these attributes represent codes responses attained or gleaned from information sources. These attributes can be of any number but are illustrated here as being 10 in number in Fig. 8. When the consumer is identified at the Web site 4, these 10 exemplary attributes are recalled from the database 2 so as to be used in computing which ad to display. As illustrated in

Art Unit: 2426

FIG. 8 the advertiser 7 screens the 10 attributes at decision steps 411 420. These attributes can then be scored and totaled at step 451 according to weights established by vendor 1. Vendors 8 and 9 go through a similar process. However, as illustrated, vendor 8 has a filter employed at steps 421 and 425 such that this vendor's advertisement will not be played to certain consumers. Likewise, vendor 9 has a different set of filter decision steps 432 and 437 439. The total scores for each of the vendors from steps 421 430 and 431 440, respectively, are totaled at steps 452 and 453, respectively. The combined scores from the various vendors are then ranked and ordered at decision step 454 to determine the advertisement to be displayed in space 623 in FIG. 6. In this way it is possible for a vendor to select a particular advertisement to direct to the consumer 6 according to that consumer's attributes (Fig. 8, col. 13, ln. 49 – col. 15, ln. 17). It would have been obvious to one of ordinary skill in the art at the time of the invention to utilize Cohen's method, which selects one commercial to display from among many by using weights in order to rank the commercials, and use this method in combination with the commercial targeting methods of Zigmond and Hite. This would have produced predictable and desirable results, in that situations could be resolved wherein more than one commercial met the conditions for display using the teachings of Zigmond and Hite, by further ranking the allowable commercials as per the teachings of Cohen, so that users would be presented with the most relevant and appropriate commercial.

Regarding claim 34, the combined teaching of Zigmond, Hite and Cohen discloses **the method of claim 1**, and Hite further discloses **wherein the set of characteristics includes information categorizing each of the plurality of targeted advertisements within a hierarchy of categories** (col. 2, ln. 18-38. The categories of non-preemptable, conditionally

Art Unit: 2426

preemptable, and unconditionally preemptable can be seen as a hierarchy. This claim is rejected on the same grounds as claim 1.).

Regarding claim 35, the combined teaching of Zigmond, Hite and Cohen discloses **the method of claim 34**, and Hite further discloses **wherein the selection data further includes categorization data designating a location in the hierarchy of categories, wherein the particular selected advertisement includes a closest advertisement in the hierarchy of categories to the designated location** (col. 2, ln. 18-38. The commercial selected is one that is closest to the categories of non-preemptable, conditionally preemptable, and unconditionally preemptable. This claim is rejected on the same grounds as claim 1.)

Regarding claim 36, Zigmond discloses **further comprising: gathering the user data at the media delivery device; and sending the user data and a unique identifier of the media delivery device to a transmitting entity** (Figs. 4 and 5, element 61, col. 9, ln. 21-55).

Regarding claim 38, the combined teaching of Zigmond, Hite and Cohen discloses **the method of claim 1**, and Hite further discloses **wherein the weighted characteristics further include a frequency at which a particular targeted advertisement of the plurality of targeted advertisements has been inserted into the media stream** (col. 2, ln. 66 – col. 3, ln. 8. This claim is rejected on the same grounds as claim 1.).

Regarding claim 41, Zigmond discloses **wherein the weighted characteristics further include a correlation between a product associated with an advertisement and subject matter of a television program of the media delivery stream** (col. 1, ln. 23-35. A type of viewer can be associated with a television program, and thus advertisements and the products

Art Unit: 2426

they advertise, targeted to that viewer are correlated to the subject matter of the television program.).

Regarding claim 44, Zigmond discloses **a media delivery device comprising: a network interface to receive a plurality of advertisements (Fig. 5); a memory to store a plurality of targeted advertisements that are selected as targeted advertisements based on user data associated with the media delivery device (Figs. 1, 3, 5 and 7, col. 3, ln. 45 – col. 4, ln. 67) and to store data representing a set of characteristics associated with each of the plurality of targeted advertisements (Fig. 5, element 80, col. 12, ln. 15-32); and a processor coupled to the network interface and to the memory, the processor adapted to: detect a signal authorizing insertion of an advertisement into a media delivery stream during broadcast media programming, wherein the signal is sent with the broadcast media programming (col. 15, ln. 35-65), insert the particular selected advertisement into the media delivery stream (col. 15, ln. 56-65).**

Zigmond does not disclose **and wherein the signal includes selection data specifying an allowable type of the advertisement that is authorized to be inserted into the media delivery stream; identifying a set of allowable advertisements from among the plurality of targeted advertisements by searching the data representing the set of characteristics associated with each of the plurality of targeted advertisements using the selection data, wherein the set of allowable advertisements includes advertisements that are of the allowable type.** However, in analogous art, Hite discloses that advertisements can be assigned into certain categories, such as non-preemptable, conditionally preemptable, and unconditionally preemptable (col. 2, ln. 18-38), and that instructions can be sent to a set-top box that will tell the

Art Unit: 2426

display which commercials to play and which to ignore (col. 4, ln. 4 – 56), and also that a command signal can be sent to a display site for determining which advertisement is to be displayed, wherein the command signal is generated based on information concerning the type of each advertisement (see the language in claim 10). Since Zigmond discloses that advertisements may be targeted to users based on user data, and Hite discloses that certain types of commercials may be deemed allowable at the headend, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify Zigmond to allow for commercials targeted to users to be further narrowed by commands from the headend. This would have produced predictable and desirable results, in that users would continue to receive advertisements selected based on user data, while advertisers would be able to more specifically decide what type of commercial from within that set a user will see.

Zigmond also does not disclose wherein at least one of the characteristics **includes at least whether a particular targeted advertisement was viewed at full length during a most recent playback**. However, Hite further discloses that a commercial can be certified, such that after a commercial is successfully displayed, a viewer responds by answering a question or acknowledging that the commercial has been viewed, and a message is sent to a central collection location. This indicates that not only has the commercial been successfully displayed, but it has also been viewed, recognized, and acted upon (col. 3, ln. 30-48. Since a time and date stamp can be added to the confirmation signal, this information could be used to discern if the commercial was played back during "a most recent playback," whether a most recent program, a most recent hour, a most recent day, etc.). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify Zigmond to allow for

Art Unit: 2426

characteristics to include the confirmation that a particular commercial had been played, as disclosed by Hite. This would have produced predictable and desirable results, in that advertisers could be assured that certain commercials had been viewed, and could use this information in determining which future advertisements to send to users, whether this meant that advertisers wanted to "saturate" a user with a particular commercial by sending it many times, or avoid fatigue or "over-saturation" caused by seeing a particular commercial too many times.

Both Zigmond and Hite disclose selecting commercials based on criteria, but neither Zigmond nor Hite explicitly disclose **select a particular advertisement from the set of allowable advertisements to be inserted into the media delivery stream by applying a weighting to at least one characteristic of each of the allowable advertisements of the set of allowable advertisements and comparing weighted characteristics of each of the allowable advertisements.** However, in analogous art, Cohen discloses a way of ascribing attributes for the purpose of selecting an advertisement to be displayed. A consumer has certain attributes, and these attributes represent codes responses attained or gleaned from information sources. These attributes can be of any number but are illustrated here as being 10 in number in Fig. 8. When the consumer is identified at the Web site 4, these 10 exemplary attributes are recalled from the database 2 so as to be used in computing which ad to display. As illustrated in FIG. 8 the advertiser 7 screens the 10 attributes at decision steps 411 420. These attributes can then be scored and totaled at step 451 according to weights established by vendor 1. Vendors 8 and 9 go through a similar process. However, as illustrated, vendor 8 has a filter employed at steps 421 and 425 such that this vendor's advertisement will not be played to certain consumers. Likewise, vendor 9 has a different set of filter decision steps 432 and 437 439. The total scores for each of

Art Unit: 2426

the vendors from steps 421 430 and 431 440, respectively, are totaled at steps 452 and 453, respectively. The combined scores from the various vendors are then ranked and ordered at decision step 454 to determine the advertisement to be displayed in space 623 in FIG. 6. In this way it is possible for a vendor to select a particular advertisement to direct to the consumer 6 according to that consumer's attributes (Fig. 8, col. 13, ln. 49 – col. 15, ln. 17). It would have been obvious to one of ordinary skill in the art at the time of the invention to utilize Cohen's method, which selects one commercial to display from among many by using weights in order to rank the commercials, and use this method in combination with the commercial targeting methods of Zigmond and Hite. This would have produced predictable and desirable results, in that situations could be resolved wherein more than one commercial met the conditions for display using the teachings of Zigmond and Hite, by further ranking the allowable commercials as per the teachings of Cohen, so that users would be presented with the most relevant and appropriate commercial.

5. Claims 31 is rejected under 35 U.S.C. 103(a) as being unpatentable over Zigmond et al. (Pat. No.: US 6,698,020) in view of Hite et al. (Pat. No.: US 6,002,393) and Cohen et al. (Pat. No.: US 7,006,606), and further in view of Herz et al. (Pat. No.: US 5,835,087).

Regarding claim 31, **the computer readable medium of claim 24** is rejected as stated above, and Zigmond further discloses **wherein the weighted characteristics of each of the allowable advertisements that are compared further include contract condition associated with each of the allowable advertisements** (col. 8, ln. 12-28), **and a type of product**

Art Unit: 2426

**advertised** (col. 12, ln. 60 – col. 13, ln. 6. Zigmond discloses a sponsor, such as the advertiser of a current-release motion picture, as well as a type of product advertised, i.e. said motion picture.), but does not explicitly disclose wherein the characteristics include **a relative pricing of the product advertised**. However, in analogous art, Herz discloses the individual data that describe a target object, which can be called attributes, may include numeric measurements, such as the price of a product (col. 6, ln. 1-33). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to allow the characteristics of Zigmond to include a price of a product. This would have produced predictable and desirable results, in that advertisements could be further targeted based on demographics such as the average income of a target audience.

6. Claims 32-33 are rejected under 35 U.S.C. 103(a) as being unpatentable over Zigmond et al. (Pat. No.: US 6,698,020) in view of Hite et al. (Pat. No.: US 6,002,393) and Cohen et al. (Pat. No.: US 7,006,606), and further in view of Fuse et al. (Pat. No.: US 6,078,412).

Regarding claim 32, **the method of claim 1** is rejected as stated above, but neither Zigmond, Hite nor Cohen explicitly disclose **wherein the set of characteristics associated with each of the plurality of advertisements comprises a content type field and wherein identifying the set of allowable advertisements comprises applying a bit mask to the content type field of each of the plurality of targeted advertisements to identify allowable advertisements from a hierarchy of categories, wherein general category types are masked with high order bits and more specific category types are masked with low order bits**.

Art Unit: 2426

However, in analogous art, Fuse discloses that high order bit information can have a high importance, while low order bit information can have a low importance (column 5, lines 58-67). Therefore, since it was well known in the art at the time of the invention to set up information in a way that more important information was saved in the high order bit location, it would have been obvious to one of ordinary skill in the art at the time of the invention to mask the more important categories with higher order bits while masking the less important categories with lower order bits, in order to implement the weighted system disclosed above.

Regarding claim 33, **the computer readable medium of claim 24** is rejected as stated above, but neither Zigmond, Hite nor Cohen explicitly disclose **wherein the set of characteristics associated with each of the plurality of advertisements comprises a content type field and wherein identifying the set of allowable advertisements comprises applying a bit mask to the content type field of each of the targeted advertisements to identify allowable advertisements from a hierarchy of categories, wherein-general category types are masked with high order bits and more specific category types are masked with low order bits**. However, in analogous art, Fuse discloses that high order bit information can have a high importance, while low order bit information can have a low importance (column 5, lines 58-67). Therefore, since it was well known in the art at the time of the invention to set up information in a way that more important information was saved in the high order bit location, it would have been obvious to one of ordinary skill in the art at the time of the invention to mask the more important categories with higher order bits while masking the less important categories with lower order bits, in order to implement the weighted system disclosed above.

7. Claims 37 and 39 are rejected under 35 U.S.C. 103(a) as being unpatentable over Zigmond et al. (Pat. No.: US 6,698,020) in view of Hite et al. (Pat. No.: US 6,002,393) and Cohen et al. (Pat. No.: US 7,006,606), and further in view of Cannon (Pat. No.: US 6,286,005).

Regarding claim 37, **the method of claim 1** is rejected as stated above, but neither Zigmond, Hite nor Cohen explicitly disclose **further comprising: gathering the user data at the media delivery device; determining, based on the user data, whether a particular targeted advertisement of the plurality of targeted advertisements is ineffective; and deleting the particular advertisement from the media delivery device when the particular advertisement is determined to be ineffective.** However, in analogous art, Cannon discloses that advertisements may be scored based on their ability to meeting certain objectives, and can be deleted and replaced based on these scores (Fig. 13, col. 31, ln. 49 – col. 33, ln. 67). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify Zigmond, Hite and Cohen to allow for ineffective advertisements to be deleted, as this would conserve memory space for more effective advertisements.

Regarding claim 39, **the method of claim 1** is rejected as stated above, but neither Zigmond, Hite nor Cohen explicitly disclose **wherein the weighted characteristics further include an amount to be paid by an advertiser.** However, in analogous art, Cannon discloses that cost can be used in an equation to find the best advertisement for a given time slot (col. 30, ln. 61 – col. 31, ln. 10, col. 37, ln. 65 – col. 38, ln. 19). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify Zigmond, Hite and Cohen to

Art Unit: 2426

allow for the amount paid by an advertiser to be a weighted characteristic. This would have produced predictable and desirable results, in that advertisers that paid more money could be assured of more desirable time slots with users more likely to buy the advertised products.

8. Claim 40 is rejected under 35 U.S.C. 103(a) as being unpatentable over Zigmond et al. (Pat. No.: US 6,698,020) in view of Hite et al. (Pat. No.: US 6,002,393) and Cohen et al. (Pat. No.: US 7,006,606), and further in view of Marsh et al. (Pat. No.: US 6,876,974).

Regarding claim 40, **the method of claim 1** is rejected as stated above, but neither Zigmond, Hite nor Cohen explicitly disclose **wherein the weighted characteristics further include an expiration date of a contract with an advertiser**. However, in analogous art, Marsh discloses that avoiding starvation, that is, where a commercial reaches its expiration date without having reached its maximum number of exposures, is a condition that should be avoided in order to maximize revenue (col. 9, ln. 51-65). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify Zigmond, Hite and Cohen to allow for an expiration date of a contract with an advertiser to be a weighted characteristic. This would have produced predictable and desirable results, in that commercials nearing an expiration period would be less likely to “starve” if the expiration data was factored in as a weighed characteristic in the advertisement selection process.

Art Unit: 2426

9. Claims 42-43 are rejected under 35 U.S.C. 103(a) as being unpatentable over Zigmond et al. (Pat. No.: US 6,698,020) in view of Hite et al. (Pat. No.: US 6,002,393) and Cohen et al. (Pat. No.: US 7,006,606), and further in view of Cabral (Pub. No.: US 2003/0149601).

Regarding claim 42, **the method of claim 1** is rejected as stated above, but neither Zigmond, Hite nor Cohen explicitly disclose **wherein the selection data further specifies one or more restricted types of advertisements, and wherein the method further includes excluding advertisements of the restricted types from the set of allowable advertisements before selecting the particular advertisement to be inserted into the media delivery stream.** However, in analogous art concerning targeted advertising, Cabral discloses that programs could restrict certain types of advertisements, such as advertisements for adults, which may include alcohol or real estate, during certain times (para. [0058]). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify Zigmond, Hite and Cohen to allow for the selection data to specify certain types of advertisements to be restricted. This would have produced predictable and desirable results, in that children could be prevented from seeing undesirable content, such as advertisements for alcohol.

Regarding claim 43, **the method of claim 1** is rejected as stated above, but neither Zigmond, Hite nor Cohen explicitly disclose **wherein the selection data further specifies one or more prohibited sponsors of advertisements, and wherein the method further includes excluding advertisements associated with the one or more prohibited sponsors from the set of allowable advertisements before selecting the particular advertisement to be inserted into the media delivery stream.** However, in analogous art concerning targeted advertising, Cabral discloses that programs could restrict certain types of advertisements, such as

Art Unit: 2426

advertisements for adults, which may include alcohol or real estate, during certain times (para. [0058]), and thus sponsors such as Anheuser-Busch would be restricted. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify Zigmond, Hite and Cohen to allow for the selection data to specify certain types of sponsors to be restricted. This would have produced predictable and desirable results, in that children could be prevented from seeing undesirable content, such as advertisements for alcohol.

10. Claim 45 is rejected under 35 U.S.C. 103(a) as being unpatentable over Zigmond et al. (Pat. No.: US 6,698,020) in view of Hite et al. (Pat. No.: US 6,002,393) and Cohen et al. (Pat. No.: US 7,006,606), and further in view of do Rosario Botelho et al. (Pub. No.: US 2002/0069105) and Aiken (Pat. No.: US 6,493,709).

Regarding claim 45, the combined teaching of Zigmond, Hite and Cohen disclose **the media delivery device of claim 44, wherein the plurality of advertisements received by the network interface include the targeted advertisements selected based on the user data associated with the media delivery device**, but none explicitly disclose **wherein the plurality of advertisements further includes one or more additional advertisements that are not targeted advertisements**. However, in analogous art, do Rosario Botelho discloses that systems can use targeted as well as non-targeted advertisements (para. [0003]), such as displaying a targeted advertisement if valid selection information exists, and displaying a non-targeted advertisement if valid selection information is not found (see language of claim 53). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify

Art Unit: 2426

Zigmond, Hite and Cohen to allow for non-targeted advertisements to be used along with targeted advertisements. This would have produced predictable and desirable results, in that the advertisements pool would not be unnecessarily depleted by restricting said pool to only targeted advertisements.

None of the above references explicitly disclose **wherein the processor is further adapted to: determine whether a particular advertisement received is a targeted advertisement based on the user data; search the memory to determine whether the particular advertisement is already saved in the memory when the particular advertisement is a targeted advertisement; and save the particular advertisement at the memory when the particular advertisement is not already saved in the memory, and not save the particular advertisement when the particular advertisement is already saved in the memory.** However, in analogous art concerning data storage, Aiken discloses that the ability to purge or delete documents and files containing redundant material is a useful feature (col. 2, ln. 45-51). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify to above art to allow for redundant copies of advertisements to be deleted. The motivation for such a combination would be to make better use of memory (Aiken, col. 2, ln. 45-51).

### ***Response to Arguments***

11. Applicant's arguments filed July 26, 2010 have been fully considered but they are not persuasive.

Art Unit: 2426

Regarding Applicant's arguments on pages 10-11 concerning claim 1:

Hite describes assigning advertisements to certain categories, such as non-preemptable, conditionally preemptable, and unconditionally preemptable. See Hite, col. 2, lines 18-38. Hire describes keeping track of the number of successfully displayed commercials so that an advertiser can be assured that the commercial has been displayed at the subscriber's location at least the number of times specified in his contract. See Hite, col. 2, line 66 to col. 3, line 8 (Emphasis Added). The cited portions of Hite do not disclose or suggest determining whether a particular targeted advertisement was viewed at full length during a most recent playback, as in claim 1. Further, the Office admits that Hite does not disclose selecting a particular advertisement from a set of allowable advertisements to be inserted into a media delivery stream by applying a weighting to at least one characteristic of each of the allowable advertisements of the set of allowable advertisements and comparing at least one weighted characteristic of each of the allowable advertisements, as in claim 1. See Office Action, p. 5 (Emphasis Added). Therefore, the cited portions of Hite do not disclose or suggest selecting a particular advertisement from a set of allowable advertisements (stored at a media delivery device) to be inserted into a media delivery stream by applying a weighting to at least one characteristic of each of the allowable advertisements of the set of allowable advertisements and comparing at least one weighted characteristic of each of the allowable advertisements, where the at least one weighted characteristic includes at least whether a particular targeted advertisement was viewed at full length during a most recent playback, as in claim 1.

Examiner's response:

In response to applicant's arguments against the references individually, one cannot show nonobviousness by attacking references individually where the rejections are based on combinations of references. See *In re Keller*, 642 F.2d 413, 208 USPQ 871 (CCPA 1981); *In re Merck & Co.*, 800 F.2d 1091, 231 USPQ 375 (Fed. Cir. 1986). Neither the instant nor previous Office Action's have claimed that Hite disclosed weighted characteristics; rather, this feature is shown to be taught by Cohen. Further, as noted in the above art rejection of claim 1, Hite in column 3, lines 30-48 discloses that a commercial can be certified, such that after a commercial is successfully displayed, a viewer responds by answering a question or acknowledging that the commercial has been viewed, and a message is sent to a central collection location. This indicates that not only has the commercial been successfully displayed, but it has also been viewed, recognized, and acted upon. Since a time and date stamp can be added to the

Art Unit: 2426

confirmation signal, this information could be used to discern if the commercial was played back during "a most recent playback," whether a most recent program, a most recent hour, a most recent day, etc.

Applicant's remaining arguments are either moot, as Hite has been shown to teach the added limitation discussed in the arguments, or are substantially similar to the above addressed argument, but relate to independent claims 24 and 44, rather than to claim 1, and are thus properly addressed in the response above.

### ***Conclusion***

12. Claims 1-3, 8-9, 24 and 31-45 are rejected.

13. Any inquiry concerning this communication or earlier communications from the examiner should be directed to JOSHUA TAYLOR whose telephone number is (571) 270-3755.

The examiner can normally be reached on 8am-5pm, M-F, EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Joseph Hirl can be reached on (571) 272-3685. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2426

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Josh Taylor/  
Examiner, Art Unit 2426

/Joseph P. Hirl/  
Supervisory Patent Examiner, Art Unit 2426  
August 28, 2010